



*Médecins Sans Frontières Spain – OCBA (Operational Centre Barcelona-Athens) is looking
for a*

**PRESS OFFICER
FOR THE NAIROBI BRANCH OFFICE**

Context:

Médecins Sans Frontières is an international independent medical-humanitarian organization, which offers assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict, without discrimination and irrespective of race, religion, creed or political affiliation.

MSF is a civil society initiative that brings together individuals committed to the assistance of other human beings in crisis. As such MSF is by choice an association. Each individual working with MSF does it out of conviction and is ready to uphold the values and principles of MSF.

The MSF movement is built around five operational directorates supported by MSF's 24 sections, 24 associations and other offices together worldwide. MSF OCBA is one of those directorates. The operations are implemented by field teams and the mission coordination teams; together with the organizational units based in Barcelona, Athens and decentralised in Nairobi, Dakar and Amman. The field operations are guided and supported by 5 Operational Cells, the Emergency Unit and other departments supporting operations, including the Communications Department.

Background:

From 2018, the MSF Nairobi Branch Office (NBO) will be investing in developing a communications department to progressively raise the profile of MSF in Kenya and East Africa and to support ongoing work with the international media based in the region. The communications department will work to increase the knowledge and interest by Kenyan and East African societies of the international causes in which MSF invests, as well as support to MSF's international communications agenda. During this first stage, the communications team will be comprised of a Head of Communication, a Press Officer (this position) and a Digital Officer (position to be opened in August).

Although the department will have a regional and international scope, during the first year priority focus will be given to Kenyan audiences and therefore to Kenya-based media.

General objective of the position:

The Press Officer manages and implements all press relations and activities in order to increase MSF's presence in Kenya-based media (and in the media in other East African countries as the NBO develops in the coming years) and establish it as a referent on international humanitarian crises and topics.

Main responsibilities:

- Establishes and fosters strong relationships with journalists, editors and producers within print, radio, TV and online media in Kenya and East Africa in order to expand media outreach.
- Proactively pitches stories and contents that help to increase the visibility of MSF in Kenya and East Africa. Proposes, organizes and facilitates interviews, articles, press conferences and briefings with journalists.
- Identifies, develops and implements ideas and opportunities for feature articles and interviews in external media that promote awareness of MSF, its international field work and advocacy efforts.
- Distributes press releases and other information and materials to the media in coordination and conjunction with MSF's international communications network and adapts them, when necessary, to the specificities of the Kenyan and East African contexts.
- Coordinates and manages press requests, connecting media with MSF spokespeople, experts and field representatives when necessary. Acts as first point of contact for institutional media enquiries from Kenyan media, in close collaboration with communications colleagues in the country.
- Provides media training and coaching on public speaking to MSF spokespeople, including staff and field workers.
- Manages, curates and expands the press contacts list. Develops and updates media mappings of the different countries in the East African region when needed.
- Monitors MSF mentions in the press, as well as other stories of interest to the organisation, producing regular reports of media narratives and trends. Analyzes trends and priority issues in the media agenda, identifying communication opportunities, risks, and advising on strategies.
- Supports other departments in the NBO, such as the East Africa Association in developing and implementing communication and dissemination strategies to achieve their specific objectives, providing the necessary validated operational information and ensuring the quality and consistency of the outputs.
- When requested, gives support to Kenya and East Africa operational missions through proactive dissemination and pitching of their communications packages and materials.
- Develops and implements press strategies to support and extend impact and awareness of institutional events, campaigns and other public communication activities.
- Works closely with other members of the communications department to ensure an integrated and coherent approach to the NBO's public communication and positioning.

- Maintains regular contact with MSF communications colleagues at a local, regional and international level, in order to share information and best practice, ensure coordination and identify opportunities.
- Is available to act as emergency press officer, travelling to the field in case of major field emergencies, during a crisis, to support journalist visits or to produce content.
- As part of the communications team, ensures the quality and consistency of all communication outputs and public presentations of the different areas and members of the NBO.
- Upholds MSF principles and ethical guidelines at all times.
- Takes part in an on call system to respond to media requests out of hours.

Requirements:

- Degree in journalism, communications or related field
- Extensive experience in journalism or institutional press management
- Excellent writing, editing and communications skills in English
- Proficiency in Swahili
- Knowledge of the Kenyan and East African media map

Desirable:

- Previous work experience with MSF or a similar medical or humanitarian organization.
- Photo, video and multimedia skills, including social media

Competencies:

- Commitment to MSF's humanitarian principles
- Cross-cultural awareness
- Results and quality oriented
- Planning and organizational skills
- Initiative and innovation; capacity to seize opportunities
- Teamwork and collaboration
- Networking skills
- Flexible, hands-on attitude and ability to work in the field/provide support during an emergency or crisis at short notice.
- Stress management

Conditions:

- Annual Gross Salary of KES (Kenya Shillings) 2,358,905 and secondary benefits according to the OCBA Nairobi policy
- Full-time position, based in Nairobi
- Expected start date: ASAP

HOW TO APPLY

Applicants should send their curriculum vitae and cover motivation letter as a single file by 16th July 2018, under the reference '**Press Officer**' to MSFE-RRHH-NBO@barcelona.msf.org

Please note that MSF will only contact short-listed candidates.

Your application will be reviewed only if you enclose answers to the below questions.

1. Explain what you would do to raise the profile of the humanitarian situation in South Sudan amongst key audiences in Kenya? (200 words).
2. Explain three ways you would suggest MSF uses the media in Kenya to improve understanding about the organisation and its work (200 words).
3. Write a draft pitch to a news outlet to invite a journalist to visit an MSF project in the Central African Republic (200 words).
4. Which three news outlets do you prefer for foreign news and why? (200 words).